

## Category 11

# Best Distributor Marketing Campaign



## Summary

The Think You Know Great Service campaign was conducted by leading UK distributor, James Latham, from November '23 – January '24. Targeted at competitors' clients as well as dormant and existing accounts, it used extremely positive feedback obtained from its 18,000-strong customer base to showcase what sets it apart from others. Legitimising its claims of unrivalled customer experience, it also challenged purchaser audiences to reflect on current services received from their materials distributors and whether James Latham could do it better.

## Results

**25%**

Increase in  
new  
customers

**41%**

Increase in  
Enquiries

**130**

Reactivated  
Accounts

## Partners:

**cyon**<sup>TM</sup>  
AGENCY

**fmc**  
FEED ME CONTENT

**G** GingerDigital

## Publications

**BMJ**  
BUILDERS MERCHANTS  
JOURNAL

**kbb**review

KITCHENS &  
BATHROOMS NEWS

**BKU**

**BMN**  
BUILDERS MERCHANTS NEWS

Furniture  
& Joinery  
Production

We are **Born to B2B**

[thinktank.org.uk](http://thinktank.org.uk)

 the  
**think  
tank**